



MORGAN COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	8,249	8,516	8,888	4.4%	22
Total Non-Ag Employment	1,881	1,860	1,867	0.4%	25
Non-Ag Avg Monthly Wage	\$2,139	\$2,237	\$2,365	5.7%	14
Per Capita Income	\$23,601	\$24,715	\$25,562	3.4%	11
Unemployment Rate	4.9%	4.3%	3.0%	-30.2%	18
SPENDING & EMPLOYMENT					
Spending by Travelers (Thousands)	\$5,008	\$3,771	\$4,845	28.5%	29
Travel & Tourism Related Employment	167	165	169	2.4%	28
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$168	\$128	\$165	28.9%	28
Transient Room Tax	\$1.5	\$1.4	\$2.8	100.0%	29
Restaurant Tax	\$27.0	\$27.6	\$37.3	35.1%	23
Car Rental Tax	\$6.4	\$6.7	\$7.5	11.9%	NA
Gross Taxable Retail Sales (millions)	\$54.5	\$57.9	\$66.1	14.2%	24
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	1.2%	
Lagoon Amusement Park	1,100,000	1,100,000	1,200,000	9.1%	
Willard Bay S.P.	138,868	244,049	325,933	33.6%	
This Is The Place S.P.	380,000	355,600	88,500	-75.1%	
Antelope Island S.P.	257,196	270,884	250,886	-7.4%	
Great Salt Lake S.P.	87,170	57,966	138,763	139.4%	
Rockport S.P.	184,504	172,783	117,683	-31.9%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	
Golden Spike N.H.S.	46,189	40,156	45,341	12.9%	
Ft. Buenaventura S.P.	NA	NA	NA	NA	

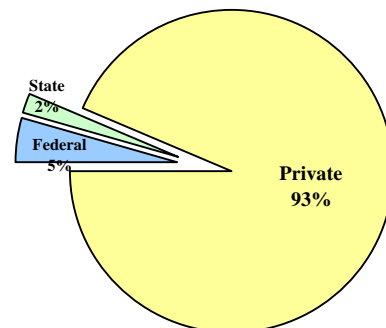
Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	389,696	100.0%
Federal Government	17,186	4.4%
BLM	741	0.2%
US Forest Service	16,445	4.2%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	8,080	2.1%
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	7,239	1.9%
State Trust Lands	--	--
Other ••	--	--
American Indian	--	--
Private*	364,439	93.5%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2006



Morgan County Tourism Profile

